



Customer Service Feedback

Utah Department of Alcoholic
Beverage Control 12-18-18



**How many
surveys?**

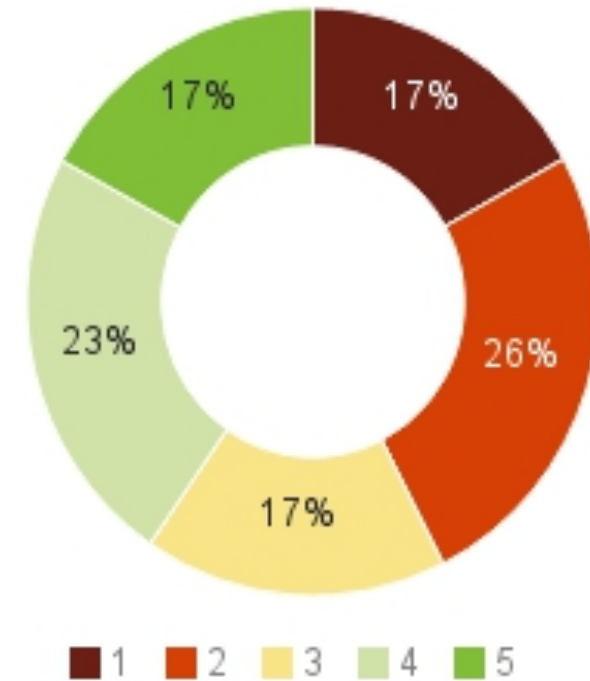
2,355

Overall Customer Ratings

On a Scale of 1-5



Overall Satisfaction Breakdown



What do Customers Want?



Suggestions - Refrigerate Beer

- “Beer cooler is needed”
- “Parking is bad, store is too small, products are not refrigerated, there aren't enough locations”
- “warm beer and wine, unacceptable.”
- “Beer cooler is needed”
- “Beer is exciting and ever-changing, but the selection seldom changes. Beer is improperly stored in sunlight and warm. “No cold beer, IPAs should not be stored and sold warm! “The beer selection is way to small. The hours open need to be extended beyond 7 p.m.”
- “Beer should be stored cold or it loses quality....Honestly research it !!!
- No cold beer, IPAs should not be stored and sold warm! “The beer selection is way to small. The hours open need to be extended beyond 7 p.m
- “Lack of refrigeration for beer. Deal killer for excellent beer. “

Suggestions- Long Lines

- “The lines are too long and the employees while nice are too slow”
- “Parking is bad, store is too small, products are not refrigerated, there aren't enough locations”
- “Standing in line for 10 minutes to make a purchase. 2 registers open and 10 customers in one line and 12 customers in the other the weekend before a holiday. “
- “Beer cooler is needed”
- “The staff are amazing but they are overworked and underpaid, it is apparent there is not enough of them for the workload. Please hire more staff for their sake and ours. I have also heard, on the news, you were considering removing the information placards, please don't as I rely on these for my purchases. Thank you for listening.”
- “No cold beer, IPAs should not be stored and sold warm! “The beer selection is way to small. The hours open need to be extended beyond 7 p.m.”
- For a highly profitable operation, this simply sucks. You guys/gals need to be the "Apple Store", not post WWII eastern Europe. Please get your act together and treat your customers with some simple respect, product knowledge, and clean and delightful environment... with some parking that is not brim full of homeless people begging. It's simply creepy that you allow this highly profitable enterprise to wallow in such low brow treatment. You should be ashamed of yourselves!
- “LONG LINES AND BEING TREATED LIKE A SECOND CLASS CITIZEN BY THE Legislature and DABC leave me extremely dissatisfied. I appreciate you conducting this survey, but you need to drill down to the core issues which you are not addressing with the questions so far. “

Suggestions - Selection

- “There is such a limited basic selection
- “Your beer selection is terrible.
- “Poor product selection. High prices. Not enough workers. Some workers had great knowledge...others, not so much. “
- “small poor selection.”
- “I cannot always find what I’m looking for and when I do you don’t keep it in stock every time I go in. Your stock changes too often for me to consistently get what I want each time.
- “Random selection, no mixers, feel like I’m being policed”
- “Had a difficult time finding what I was looking for and the employees would not assist at all”
- “selection sucks and prices are stupid hi”

Suggestions - Customer Service

- "I think the main issue is the entire experience. The parking is horrible, the aisles are small, the selection is poor, the lines are long. This liquor store services a lot of people and the capacity isn't there to handle everyone. I end up buying less alcohol to get out of the madness.
- "Standing in line for 10 minutes to make a purchase. 2 registers open and 10 customers in one line and 12 customers in the other the weekend before a holiday. "
- "The parking is absolutely atrocious. This location is one of the busiest and has the smallest parking lot of all the liquor stores I've ever been to. There are not enough cashiers and the lines are always super long. There need to be better signs to help locate where things are, especially with the hard liquors.
- "For a highly profitable operation, this simply sucks. You guys/gals need to be the "Apple Store", not post WWII eastern Europe. Please get your act together and treat your customers with some simple respect, product knowledge, and clean and delightful environment... with some parking that is not brim full of homeless people begging. It's simply creepy that you allow this highly profitable enterprise to wallow in such low brow treatment. You should be ashamed of yourselves!
- "There is extremely limited parking available and it's difficult to get in and out of spots. There are also a lot of homeless people begging for money and alcohol, which makes me feel unsafe as a patron. The lines are also usually extremely long, even during non-peak hours. ."
- "LONG LINES AND BEING TREATED LIKE A SECOND CLASS CITIZEN BY THE Legislature and DABC leave me extremely dissatisfied. I appreciate you conducting this survey, but you need to drill down to the core issues which you are not addressing with the questions so far. "

Suggestions- Positive

- The store people were great.
- Always friendly.
- selection is really quite good
- They seem to have anything I've ever attempted to seek out
- None that i can think of, there's a pretty good selection
- This store in particular does a great job with its selection of beer.



Thank you for your comments

We hear you and we are working
on improving.